

## NPWW 2018 - Measuring Success

The sixth consecutive annual National Plants@Work Week is over. We are very grateful to Nieuwkoop-Europe who sponsored the week. Now, we'd like to share some results with everyone.

### The Pop-up office cum library

On Tuesday we organised this year's pop-up, an office cum library facilitated by plants@work ambassador Ian Drummond at the Blue Fin Building in Southwark. This was a good place to also launch our second book *Plants for Wellbeing*.



Our photographer Joe Plimmer went in to take photos of the stand for use with our press release.

We invited press to the event and our Chair, Madeleine Evans went along to see how everything was working out. During the morning 200 plants were handed out to people in the building and press were given complimentary books.

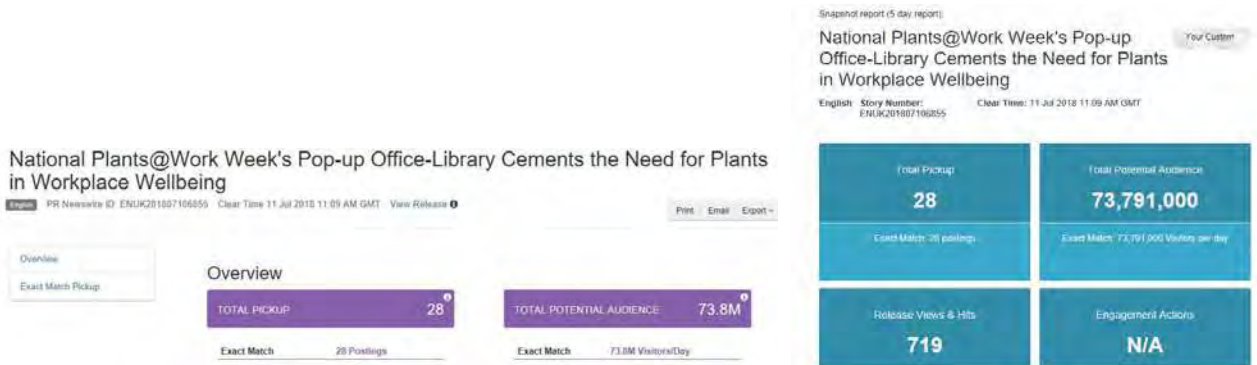
### The release

We sent the release about this green pop-up out at 12.30 on Wednesday 11 July via PR Newswire so that it reach as wide an audience as possible. We also forwarded it to the horticultural, FM and HR press and several industry bloggers who couldn't attend the event. We are pleased to show you some of the statistics from this.

- It had a total pick up and postings of 28
- It was viewed by 719
- Its potential reach was 73, 791,000 (which is more than last year (70,125,375) but less than the year before 76,719,698)



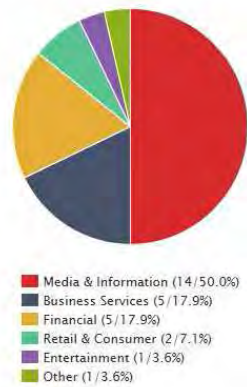
- Pick-ups included Yahoo! PR Newswire's news portal, several German distribution sites, One News UK and Global, News 24, Wallstreet online and other sites around the world including Canada, India, Portugal and France



Total Pickup by Source Type



Total Pickup by Industry



### The book launch

As the book isn't available to the public or businesses only via their plants@work members, Plants for Wellbeing had a 'soft' launch. We have given or sent the book to the invited press and bloggers along with a release.

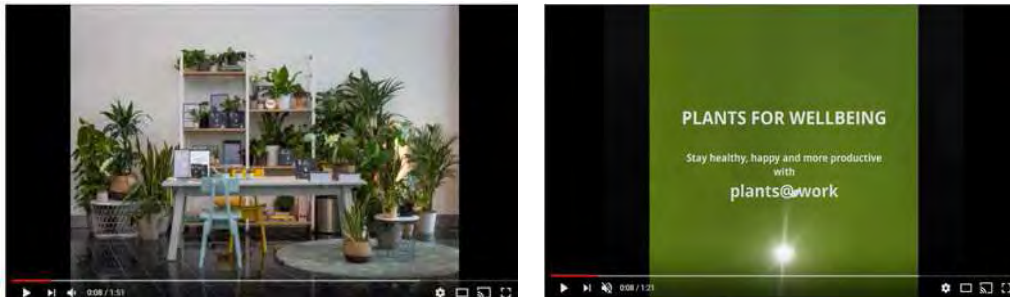
The book attempts to cover the huge body of research that has taken place into the benefits of plants over the past 30 years. But we acknowledge that we could probably go on adding to this book for years to come as more research becomes available so often.



All members will be receiving their copy soon and may order more with their logo and company name on the back cover as promotional material.

**YouTube videos**

We added two new videos this year with a snap-shot of the pop-up office and a sneaky peak at the book. (Follow the links to watch them now.)



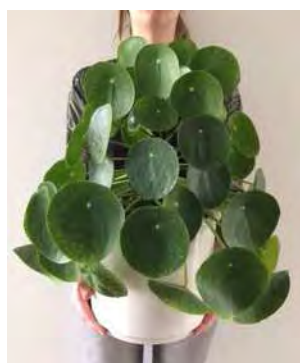
**Favourite Office Plant 2018**

As we do every year, we also announce the winner of the Favourite Office Plant during National [Plants@Work Week](#). This year the judge's choice was the Monstera deliciosa - a great '70s plant making a big come back.



A release was sent to the horticultural press and information about the winner appeared on our website and on social media.

During the week, we followed the announcement with a more in-depth look at the two runners-up, the Pilea (for the second year) and the Maranta Tricolour.



### NPWW postcards

We produced a template for postcards which members could download and print and use to promote the week to clients and at their events. We had some printed which were used at the pop-up office.



There are other downloadable documents which members can access on our website to use during the week including

- a press release to use locally
- a certificate to present to clients (widely used by Urban Planters)
- A4 poster template
- leaflets about the 10 key facts
- plant tags
- 'How to build your own pop up office' cheat sheet
- our 'Plants our Perfect Partners' leaflet and a shorter version '10 key facts'

Many of these can be used throughout the year too.

### The website

Published on the website during National Plants at Work Week 2018

- Announcement of this year's Favourite Office Plant - Monstera deliciosa
- A piece about the pop-up office cum library with a link to the press release
- A piece about the Plants for Wellbeing book
- 11 case studies from members who received gold awards this year for installations worth more than £10,000
- Background stories for the top three plants in the contest to find Favourite Office Plant 2018: Monstera deliciosa, Pilea and Maranta Tricolour
- Short biographies about the five technicians who won awards this year

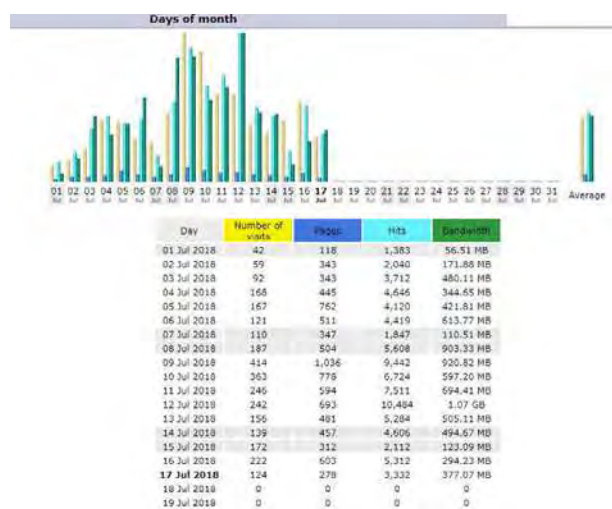
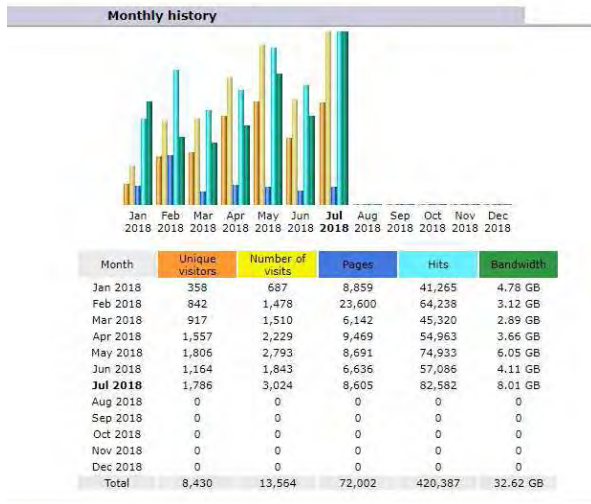
### Website visitors

- We had 53,618 hits to the site over 9 days (7 - 5 July); that's 4,350 more than last year over 11 days)
- The total hits to date (17 July) this month are 82,552 which is more than the average hits over whole months this year (65,237)
- There have been 1,786 unique visitors to the site this month to date
- The news item about the launch of the book Plants for Wellbeing had the most hits - 430
- The NPWW dedicated page on the website has had 7,438 hits (not time specific but last year it only recorded 430 hits)
- The post about the Monstera deliciosa had 233 hits
- Members' case studies received between 76 and 254 hits each



Summary					
Reported period	Month Jul 2018				
First visit	01 Jul 2018 - 00:22				
Last visit	17 Jul 2018 - 12:58				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	1,786	3,024 (1.69 visits/visitor)	8,605 (2.84 Pages/Visit)	82,582 (27.3 Hits/Visit)	8.01 GB (2776.64 KB/Visit)
Not viewed traffic *			12,125	30,806	1.79 GB

\* Not viewed traffic includes traffic generated by robots, worms, or spiders with special HTTP status codes



## Social media

We reported the pop-up office, the book launch, the Favourite Office Plant and runners up as well as the case studies on four social media platforms (Twitter, Facebook, Instagram and LinkedIn) throughout the week.

We also shared stories from members on Twitter, Facebook and Instagram.

## Twitter

We reached 31.5 K people via our Twitter account over the 9 days 7 - 15 July. This is not as good as last year.

Reach 1,107

+198 vs. 4 July - 10 July

Impressions 6,687

+2,197 vs. 4 July - 10 July



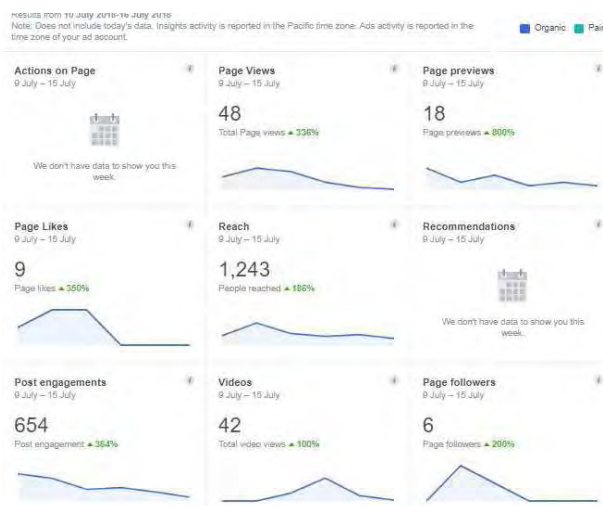
We did gain 283 organic followers on Twitter over the 9 day period. Our top tweets reached a good audience:



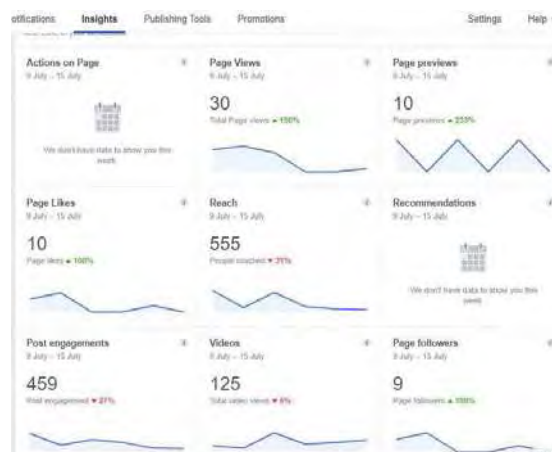
## Facebook

On Facebook we covered most of the NPWW posts on the dedicated page but sharing some on plants@work's own page too.

We reached 1,575 via the NPWW dedicated page over the 9 days (graph shows 7 days below).



And 555 on plants@work's own page. That's over 2,130 in total (about half of last year's reach).



Our top post was the video about NPWW reaching 473 people

**National Plants at Work Week 9 - 13 July 2018**  
Published by Coll Plants At Work [?] · 11 July at 10:35 · 🌟

#plantsatworkweek sponsored by Nieuwkoop  
[https://www.youtube.com/watch?time\\_continue=2&v=qVJoRXr16WA](https://www.youtube.com/watch?time_continue=2&v=qVJoRXr16WA)

YOUTUBE.COM  
**National Plants@Work Week 2018**  
**#plantsatworkweek**  
National Plants at Work Week is an annual event to raise awareness of the benefits of plants to the...

✔ **Get more likes, comments and shares**  
Boost this post for £4 to reach up to 4,100 people.

👤 473 people reached [Boost Post](#)

👤 Coll Smith, Ian Drummond and 2 others · 3 Shares

👍 Like    💬 Comment    ➦ Share

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**Performance for your post**

**473** People Reached

**16** Reactions, comments & shares 📊

<b>12</b> Like	<b>4</b> On post	<b>8</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares

**17** Post Clicks

<b>0</b> Photo views	<b>14</b> Link clicks	<b>3</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

**0** Hide Post    **0** Hide All Posts

The best performing post on plants@work's FB page was about the book

**plants at work Ltd**  
Published by Coll Plants At Work [?] · 10 July at 11:22 · 🌟

Our new book *Plants for Wellbeing* on the pop-up office-library created by plants@work Ambassador Ian Drummond (IGD) today #plantsatworkweek

👍 Like    💬 Comment    ➦ Share

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**Performance for your post**

**188** People Reached

**19** Likes, Comments & Shares 📊

<b>16</b> Likes	<b>7</b> On Post	<b>9</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares

**18** Post Clicks

<b>14</b> Photo views	<b>0</b> Link clicks	<b>4</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

**0** Hide Post    **0** Hide All Posts

**0** Report as Spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

See the [Facebook report here.](#)

### Instagram

We gained a lot of followers (organically) over the week now totally 349 and we are following 282.

Instagram

Search

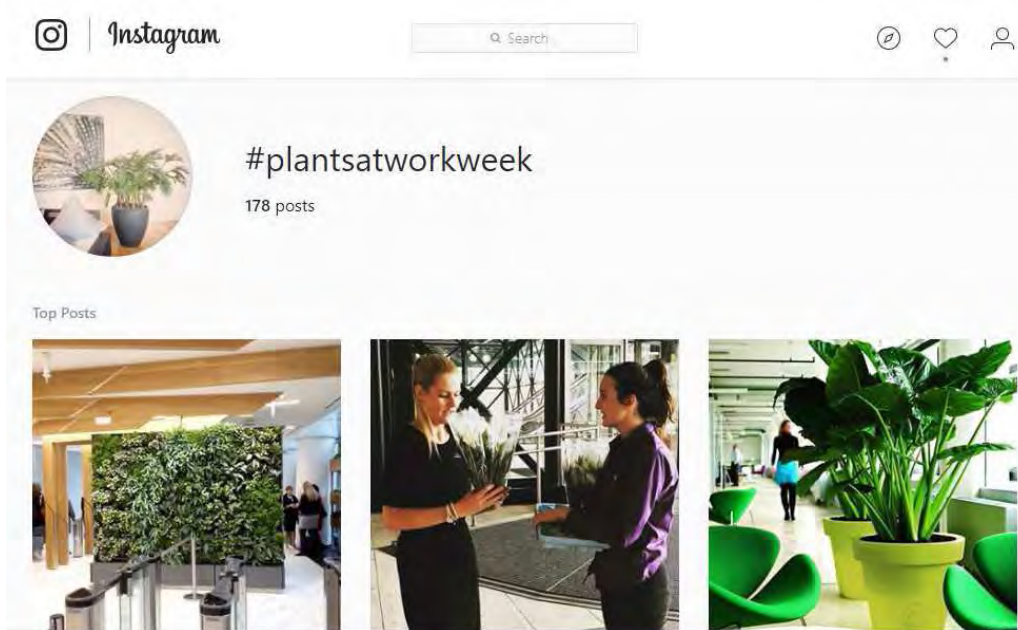
**plants\_at\_work** [Edit Profile](#) ⚙️

225 posts    348 followers    282 following

**Plants at Work Association Ltd**  
Plants at Work is an independent, non-profit making association representing Interior Landscapers by promoting the use & benefits of interior plants.  
[www.plantsatwork.org.uk](http://www.plantsatwork.org.uk)

POSTS    IGTV    SAVED    TAGGED

There were 95 posts using #plantsatworkweek which received 1,742 likes overall.



See the [Instagram report here](#).

## LinkedIn

We have quite a small group on LinkedIn with 36 followers; 7 of these we have gained organically over the last 30 days. Our posts have been shared 32 times and we gained 51 likes for posts.



The things we loved most about this year's National Plants@Work Week:





- Obviously the pop-up office (thank you Ian) and the book
- And everyone's reactions to them



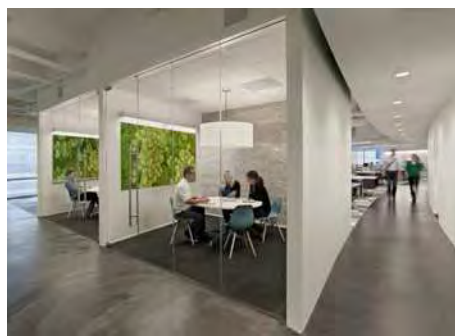
- Our new videos on YouTube, about the pop-up office and the book



- Our post card template (seen here as the printed product)



- Nieuwkoop's generous sponsorship and their photos



- The plant giveaways by Urban Planters, Enterprise Plants, Indoor Garden Design, Green Team Interiors, Ambius and Tivoli Services



The guys from Tivoli Services,  
Our Chair Madeleine Evans and Stan Balek



*Pop-up give away by Urban Planters Oxford*



*Pop-up and give away by Urban Planters SW*



*Pop-up and give away by Green Team Interiors*



*Ambius got their wider team into the spirit of things*





*This year we noticed that many businesses with no known connections to plants@work or our members also tweeted about #plantsatworkweek.*

***A big thank you to Nieuwkoop again for their sponsorship and to everyone who took part and made it such a successful week.***